

WINTERGREEN RESEARCH, INC.

**Streaming Media Market Opportunities, Strategies, and
Forecasts, 2004 to 2009**

Streaming Media



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

www.wintergreenresearch.com

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CHECK OUT THESE KEY TOPICS

STREAMING MEDIA MARKET SHARES
STREAMING MEDIA MARKET FORECASTS
STREAMING MEDIA DRIVING FORCES

Internet Delivery of Audio and Video Content

Streaming Media Delivery
Information Sharing Between Different Environments
STREAMING MEDIA PRODUCTS AND SERVICES
IP NETWORK DELAY AND CONGESTION
STREAMING MEDIA APPLICATIONS
NETWORK STRATEGY DRIVERS
STREAMING MEDIA BUSINESS USE
STREAMING MEDIA CONSUMER USE
STREAMING MEDIA IN EDUCATION
INTERNET AS A MASSIVE, CRITICAL COMMUNICATIONS NETWORK
STREAMING MEDIA STANDARDS
STREAMING MEDIA ADVERTISING MARKET OUTLOOK

OPPORTUNITY ABOUNDS

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Streaming Media Market Opportunities, Strategies, and Forecasts, 2004 to 2009

Streaming media represents an aspect of the Internet that gives it more meaning and more capabilities. It has the potential to increase productivity in every aspect of human endeavor. By promoting the delivery of just in time training, it makes everyone more productive.

Consumers will use streaming media on the Internet to achieve improved access to entertainment. Games, music, movies, and videos can be shared inexpensively. The quantity of media available easily is phenomenal. This will create more demand for broadband wire line and wireless networks.

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Enterprise Use of Streaming Media relates to facilitating communication and education via multimedia systems. Servers facilitate content creation and delivery. Access to multimedia is seamless.

Digital media content creation extends the reach of executives and sales people to a new venue. Media connect technology gives compatibility between proprietary devices and ease of access to content stored on the PC.

The broad acceptance of the Internet is creating demand for a means of video and audio media content delivery. Digital media is set to leverage the Internet transmission system. Consumer markets have accelerated demand for sophisticated communications transmission.

Consumer markets drive streaming media. Demand for music online and for more sports coverage is the primary market drivers. Games represent a large streaming media market opportunity.

Productivity gains are huge with streaming media for the enterprise. Meetings can be conducted remotely. Training can be offered on a just in time basis. Internet media consumption is being driven by desires to productively conduct business all over the world. More members of a team can participate in the conduct of business with less travel using streaming media.

Continuing advances in broadband and wireless technology have increased the practicality and popularity of a number of digital technical advances for media delivery formats. Media communications has moved the Internet closer to becoming a mass medium.

The streaming media server, advertising, subscription services, and online music shipment market is expected to grow to \$14.9 billion by 2009. Demand for streaming music and movies are a primary market drivers. These are delivered on a subscription and download basis.

Server markers are related to content developers needing to format content for the services offerings. Markets are at \$577.4 million in 2003.

Companies Profiled

Market Leaders

**Microsoft
RealNetworks
Apple Computer**

Other Market Participants

**Cisco
Loudeye
Macromedia
Matsushita Electric Industrial
MusicNet
Sonic Solutions
Viewpoint**

Streaming Media Market Strategies and Forecasts, 2004-2009

REPORT METHODOLOGY

THIS IS THE *TWO-HUNDRED AND NINTH* REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, AND TELEPHONE EQUIPMENT. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT.

YOU MUST HAVE THIS STUDY

Streaming Media Market Opportunities, Strategies, and Forecasts, 2004 to 2009

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